



UNITED STATES PATENT AND TRADEMARK OFFICE

UNITED STATES DEPARTMENT OF COMMERCE
 United States Patent and Trademark Office
 Address: COMMISSIONER FOR PATENTS
 P.O. Box 1450
 Alexandria, Virginia 22313-1450
 www.uspto.gov

BIB DATA SHEET

CONFIRMATION NO. 3759

SERIAL NUMBER	FILING or 371(c) DATE	CLASS	GROUP ART UNIT	ATTORNEY DOCKET NO.
10/022,558	12/14/2001 RULE	705	3688	A0819
APPLICANTS William P. Price, Santa Ana, CA; R. Gregory Kalsow, Lake Forest, CA; Leopold B. Willner, Santa Cruz, CA;				
** CONTINUING DATA *****				
** FOREIGN APPLICATIONS *****				
** IF REQUIRED, FOREIGN FILING LICENSE GRANTED ** 01/18/2002				
Foreign Priority claimed <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No 35 USC 119(a-d) conditions met <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No Verified and Acknowledged <u>/DANIEL LASTRA/</u> Examiner's Signature	<input type="checkbox"/> Met after Allowance Initials	STATE OR COUNTRY CA	SHEETS DRAWINGS 11	TOTAL CLAIMS 51
INDEPENDENT CLAIMS 3				
ADDRESS WESTERN DIGITAL TECHNOLOGIES, INC. ATTN: RENEE M. QUICK 20511 LAKE FOREST DR. E-118H LAKE FOREST, CA 92630 UNITED STATES				
TITLE Audiovisual system and method for displaying segmented advertisements tailored to the characteristic viewing preferences of a user				
FILING FEE RECEIVED 1298	FEES: Authority has been given in Paper No. _____ to charge/credit DEPOSIT ACCOUNT No. _____ for following:			<input type="checkbox"/> All Fees <input type="checkbox"/> 1.16 Fees (Filing) <input type="checkbox"/> 1.17 Fees (Processing Ext. of time) <input type="checkbox"/> 1.18 Fees (Issue) <input type="checkbox"/> Other _____ <input type="checkbox"/> Credit